



**Australian  
National  
University**



## Seminar

### “Mutual Perceptions of Asia and the EU in a Changing Global Environment - The view from Australia”

The seminar will discuss the results of the “EU through the Eyes of Asia” & “Asia in the Eyes of Europe” research projects, presented by the Asia-Europe Foundation (ASEF), ANU Centre for European Studies with the support of the Delegation of the European Union in Australia.

Friday, 9 November 2012, 12:00 – 2:30pm

Venue: ANU Centre for European Studies, [1 Liversidge St](#), Canberra.

Please register your attendance to [europa@anu.edu.au](mailto:europa@anu.edu.au) by Tuesday, 6 November 2012

Australia will attend its second Asia-Europe Meeting (ASEM) summit in Laos in November this year. This provides an important time to question how Australia can position itself in its relations with a wider Asia and Europe. With the sovereign debt crisis a lingering risk in Europe and Asia’s rise continuing, all be it at a slower pace, it is important to ask how is Australia responding? How does it view the EU in this uncertain time? And, how does the rising importance of Asia affect its outlook?

In response to these questions, the **Asia-Europe Foundation (ASEF)** and the **ANU Centre for European Studies** will organise an event on the 9<sup>th</sup> of November entitled “Mutual Perceptions of Asia and the EU in a Changing Global Environment – the view from Australia”. The seminar will analyse the outcomes of the unique study, “**The EU through the Eyes of Asia**” which examines media, public and opinion leader perceptions of the “EU” in 10 countries across the Asia-Pacific including Australia.

The study provides unique insights into the relations between the Asia-Pacific and the EU in this era of economic uncertainty and shifting global power. The “EU through the Eyes of Asia”, has analysed over 8,000 news items, interviewed over 300 opinion leaders and surveyed over 10,000 public respondents on their perceptions of the EU. The research gives an understanding of how the EU is perceived by a wide-section of civil society across the Asia Pacific, providing insights into the importance of the EU for its external partners.

In addition, the seminar will feature a presentation on a mirror study, ‘Asia in the Eyes of Europe’, which tracks and analyses the perception of ‘Asia’ in 8 EU member states. Using a similar methodology, the research offers a unique insight into the perception of Asia’s rise through various lenses.

12:00pm **Registration and Light reception**

12:30pm **Introductory Remarks**

**Mr Jeremy Kruse**

Director, European Union Section

Department of Foreign Affairs and Trade, Australia

**Prof John Ravenhill**

Head, School of Politics and International Relations,  
Australia National University and ANUCES Associate

12:45pm **Panellists**

“**The EU through the Eyes of the Asia-Pacific**”

**Prof Martin Holland**–Director, National Centre for  
Research on Europe (NCRE),  
University of Canterbury

“**Asia in the Eyes of Europe – Asia’s Rise as seen from Europe**”

**Mr Ronan Lenihan**, Project Executive,  
Asia-Europe Foundation (ASEF)

“**The EU in the Eyes of Australasia**”

**Dr Eva Polonska**, Australia research team,  
Monash University

1:30pm **Discussant**

**Roger Camilleri**, EU Media Adviser,

Delegation of the European Union to Australia and New Zealand

1:45pm **Questions & Answers Session**

**Moderator:**

**Prof John Ravenhill**

2:25pm **Concluding Remarks**

2:30pm **End of Session**